

Central Hollywood Coalition
Board of Directors

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Michael Pogorzelski
President
AMPAS

Roxanna Sassanian
Vice President
Sunset Gower Studios

Brian Folb
Vice President
Paramount Contractors

Carol Massie
Secretary
McDonald's Restaurants

Duke Gallagher
Treasurer
The Production Group

Alexander Bazley
Robertson Properties Group

Fabio Conti
The Fabiolus Café

Charles Eberly
The Eberly Company

Rick Garcia
Chase

Kitty Gordillo
Hollywood YMCA

Ryan Harter
CIM Group

Lillian Kuo
Broadreach Capital Partners

Patrick Olmstead
The Los Angeles Film
School

Fred Rosenthal
Ametron

Patrick Russell
The Robert Green Company

Allen Sides
Ocean Way Recording

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Kerry Morrison
*Consultant to the
Board*



April 26, 2011

TO: Miranda Paster
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Property Owners Alliance,
Managing entity of the Sunset & Vine BID for
Central Hollywood Coalition

SUBJECT: First Quarter Report: January 1, 2011 through March 31, 2011

I. Operational Issues

- At the January board meeting, BID Treasurer Duke Gallagher, informed the board that the balance in net worth currently in the primary CHC account is \$170,422. He noted that the total delinquencies are \$2,027, about .15%. In previewing the 2011 projected budget, he noted that there is a \$34,900 projected rollover which will go into a special projects fund, as this cannot be rolled over to the new BID in 2012. In the case that the BID is not renewed, any remaining funds will be spent or refunded to the property owners.
- At the February meeting, Board President Ryan Harter announced that he is moving to New York City and will not be serving another term as president, but will remain on the board and travel to make as many of the board meetings as possible.
- Also in February, the nominating committee presented the slate of nominees for the board of directors. The slate included Alexander Bazley, Brian Folb, Rick Garcia, Lillian Kuo, Carol Massie, Allen Sides and Roxanna Sassanian.
- At the March meeting, Gallagher stated that the city had reduced the available assessment revenue by \$5,000 as a result of parcel changes. Sarah MacPherson said that two parcels had been subdivided into four parcels reducing the assessable square footage. The budget will be adjusted accordingly.
- A motion was made and approved to transfer \$100,000 into a CD at Comerica Bank to access a better interest rate than our existing rate at Wells Fargo.

II. Security

- At the January board meeting, Security Director Steve Seyler presented a slideshow recapping the security efforts throughout 2010. He shared highlights from the past year including the homeless registry, meeting with My Friends Place and Homewalk. Seyler also presented a map of (approx 1,125) arrests made in 2010.
- Staff organized a special meeting to problem solve around security issues in the Arclight parking structure on January 13th. In attendance were representatives from the nearby nightclub, the CRA, Arclight Security Company; the CRA parking vendor, the Dome Entertainment Complex security vendor, LAPD, BID security and representatives from Robertson Properties Group. A variety of measures were agreed upon to improve security, including adding more officers in the parking structure and better parking structure management, as well increased visibility of the LAPD. Subsequent meetings were held in February and March. All have noticed an improvement in public safety.
- On January 27th, staff provided coordination leadership in the 2011 Los Angeles Homeless Services Authority bi-annual Homeless Count. Over 30 census tracts in the Hollywood were counted, utilizing 200 volunteers.

III. Streetscape Issues

- At the January meeting, Mike Pogorzelski reported on the joint CRA Board/Planning Commission hearing where the commissioners offered recommendations on the draft urban design guidelines for Sunset Boulevard and heard comments from the public. Both commissioners appointed members to an ad hoc review committee and plan to offer recommendations in summer, 2011.
- Also in January, the BID staff met with Rick Garcia at Chase Bank to further explore the logistics and insurance requirements for placing tables and chairs at Chase Plaza. HPOA Staff agreed to draft a letter outlining responsibilities and insurance coverage's.
- At the March board meeting, Sarah MacPherson stated that the draft EIR for the Hollywood Community Plan was released, triggering a 60 day comment period. Staff

is working with the Chamber to organize a presentation by the planning department staff in mid-April.

IV. Marketing Issues

- At the February meeting, Devin Strecker discussed the BID Renewal brochure, which is in draft form. Kerry Morrison added some details about the Management District Plan and the Engineer's Report, which will be incorporated into the brochure when the petitions are mailed in the coming weeks.
- In March, a meeting was held with the Marketing Director for Cirque de Soleil, slated to open at the Kodak Theatre this July. Efforts are underway to connect restaurants in the BID with the Cirque experience and to facilitate transportation, particularly from the east side of the BID to the west.

V. Other

- The BID renewal Steering committee has finished all tasks for the renewal and expansion. The proposed new BID will have a 7 year lifespan and the boundaries will extend south on Vine Street to Santa Monica Boulevard.
- The draft Management Plan for the renewal of the Sunset & Vine BID was submitted to the City Clerk on February 9, 2011 for staff review.
- Staff has been monitoring city council committee actions underway with respect to identifying appropriate regulations for mobile food trucks in the city. Staff attended the Council Transportation Committee who held a hearing on this topic on February 23rd.
- In the February board meeting, it was reported that 111 speakers attended the public hearing at City Council for the proposed P-3 parking plan. Certain concessions were made after Garcetti met with stakeholders from Hollywood and Westwood which included: removing the rule prohibiting any new parking garages being built within 1/8th of a mile from existing garages; relaxation of the special events parking rates; and, representation from the business community in negotiations with any new operator, should the agreement be consummated.
- Kerry Morrison attended a conference sponsored by the CA Infill Builders Association on CEQA Reform on March 31st.

CENTRAL HOLLYWOOD COALITION

PROJECTED CASH FLOWS 2011

10-APR-11

	ACTUALS			PROJECTIONS												Total
	January	February	March	April	May	June	July	August	September	October	November	December				
Receipts																
Balance Forward from 2010	170,464												170,464			
2011 Property Assessments	478,805		119,827	78,510	78,510	78,510	78,510	78,510	78,510	78,510	78,510	78,510	1,305,223			
Receivables & Penalties																
Estimated Interest Income Wells Fargo, Chase	53	127	151	151	151	151	151	151	151	151	151	151	1,692			
Estimated Interest Income County & City				222	222	222	222	222	222	222	222	222	2,000			
Total Projected Receipts	649,322	127	119,978	78,884	78,884	78,884	78,884	78,884	78,884	78,884	78,884	78,884	1,479,379			
Expenditures																
1. Neighborhood Issues																
a. Security	67,028	55,304	54,503	62,518	62,518	62,518	62,518	62,518	62,518	62,518	62,518	62,518	739,500			
b. District Maintenance	30,798	30,798	30,798	31,623	31,623	31,623	31,623	31,623	31,623	31,623	31,623	31,623	377,000			
c. Beautification				2,417	2,417	2,417	2,417	2,417	2,417	2,417	2,417	2,417	21,750			
d. Marketing		300	2,977	3,664	3,664	3,664	3,664	3,664	3,664	3,664	3,664	3,664	36,250			
e. Social Services				1,772	1,772	1,772	1,772	1,772	1,772	1,772	1,772	1,772	15,950			
2. Management Contract	25,000	12,500	12,500	11,111	11,111	11,111	11,111	11,111	11,111	11,111	11,111	11,111	150,000			
3. Office Expense	12	12	30	172	172	172	172	172	172	172	172	172	1,600			
4. Professional Services																
a. Consultants				1,111	1,111	1,111	1,111	1,111	1,111	1,111	1,111	1,111	10,000			
b. Accounting				689	689	689	689	689	689	689	689	689	6,200			
c. Legal				111	111	111	111	111	111	111	111	111	1,000			
d. Insurance	10,711			32	32	32	32	32	32	32	32	32	11,000			
5. Taxes and Fees	26,204												26,204			
6. a. Contingency				4,350	4,350	4,350	4,350	4,350	4,350	4,350	4,350	4,350	39,150			
b. Delinquency													14,500			
Total Projected Expenditures	159,752	98,914	100,808	119,570	119,570	119,570	119,570	119,570	119,570	119,570	119,570	134,070	1,450,104			
Net Cash	489,570	(98,787)	19,169	(40,686)	(40,686)	(40,686)	(40,686)	(40,686)	(40,686)	(40,686)	(40,686)	(55,186)	29,275			
Cumulative Cash	489,570	390,783	409,952	369,266	328,580	287,893	247,207	206,521	165,834	125,148	84,462	29,275	29,275			

Gross Estimated Billings \$ 1,305,222.84

	Management Plan		2010 Budget		Actuals to Date	
	%	\$	%	\$	%	\$
Security	52.8%	689,158	51.0%	739,500	49.2%	176,835
Maintenance	19.5%	254,518	26.0%	377,000	25.7%	92,394
Beautification	4.1%	53,514	1.5%	21,750		
Marketing	2.9%	37,851	2.5%	36,250	0.9%	3,277
Social Services	1.6%	20,884	1.1%	15,950		
Administration, Legal, Accounting	14.2%	185,342	12.4%	179,800	16.9%	60,765
Taxes & City Fees	1.7%	22,242	1.8%	26,100	7.3%	26,204
Contingency	0.7%	9,083	2.7%	39,150		
Delinquencies	2.5%	32,631	1.0%	14,500		
Totals	100%	1,305,223	100%	1,450,000	100%	359,474

CENTRAL HOLLYWOOD COALITION

CASH FLOW TO DATE AND BALANCE TO DATE

31-MAR-11

	ACTUALS To Date	BALANCE In Budget	TOTAL 2,011
Receipts			
Balance Forward	170,464		170,464
Net Property Assessments	598,632	706,591	1,305,223
Receivables & Penalties			
Interest Income Wells Fargo	331	1,361	1,692
Interest Income County & City		2,000	2,000
Total Receipts and Budgeted Balance	769,427	709,952	1,479,379
Expenditures			
1. Neighborhood Issues			
a. Security	176,835	562,665	739,500
b. District Maintenance	92,394	284,606	377,000
c. Beautification		21,750	21,750
d. Marketing	3,277	32,973	36,250
e. Social Services		15,950	15,950
2. Management Contract	50,000	100,000	150,000
3. Office Expense	54	1,546	1,600
4. Professional Services			
a. Consultants		10,000	10,000
b. Accounting		6,200	6,200
c. Legal		1,000	1,000
d. Insurance	10,711	289	11,000
5. Taxes and Fees	26,204	0	26,204
6. a Contingency/		39,150	39,150
b Delinquency		14,500	14,500
Total Expenditures and Budgeted Balance	359,474	1,090,630	1,450,104
Net Cash	409,952	(380,678)	29,275